20th Annual

Governor's Conference on Workforce Development

Promotional Opportunities



To Enhance Missouri's Economic Security

> October 9-11, 2002 Tan-Tar-A Osage Beach, Missouri



The

20th Annual Governor's Conference on Workforce Development

has put together a wide array
of marketing services
to provide your
organization maximum exposure.



20th Annual

Governor's Conference on Workforce Development

October 9-11, 2002 • Tan-Tar-A • Osage Beach, Missouri

We invite you to support the 20th Annual Governor's Conference on Workforce Development.

This innovative one-of-a-kind conference brings together representatives from all partners of the workforce development system to exchange ideas, experiences and perspectives. The Governor's Conference on Workforce Development puts you in direct contact with over 1,000 local, state and federal workforce development professionals; government leaders; business and industry leaders; economic development and education professionals; and career counselors throughout the State of Missouri and across the nation.

Your organization has many excellent opportunities for promotion at this event. Opportunities include sponsorships, exhibits, advertisements and promotional brochures. Please take a few moments to review this brochure to see the number of opportunities available to you and your organization.

Major sponsors will be invited to sit at the Governor's table during the opening session; and all sponsors will be recognized at the general session. This year, for the first time, major sponsors will receive added benefits such as additional complimentary conference registrations and links from the conference web site to your organization's site.

We are implementing new and creative ideas to enhance traffic flow in the Exhibit Hall. The opening reception, breaks and breakfast will be held in the Exhibit Area to provide your organization an opportunity to showcase your products and services.

Advertising opportunities will promote your products and services to workforce development professionals across the country. Advertisements will be published in the Conference Program.

If you are not able to participate at the Conference, your company's literature can be inserted into conference bags for a nominal fee.

We welcome your participation and hope you will enjoy the new and improved 2002 Governor's Conference on Workforce Development.

Tuesday, October 8, 2002

1 p.m. - 5 p.m. Golf Tournament

Wednesday, October 9, 2002

8 a.m. - 5 p.m. Registration / Information

11 a.m. - 6:30 p.m. Exhibit Hall Open

1 p.m. - 2:30 p.m. Kick-Off Workshops

2:30 p.m. - 3 p.m. Refreshment Break / Visit Exhibits

3:15 p.m. - 4:45 p.m. Welcome / Opening Keynote Address

Governor Holden

Alumni Awards Ceremony

5:30 p.m. - 6:30 p.m. Opening Reception

6:30 p.m. Dinner on Your Own

Thursday, October 10, 2002

7 a.m. - 5 p.m. Registration / Information

7:30 a.m. - 8:30 a.m. Continental Breakfast

7:30 a.m. - 4 p.m. Exhibit Hall Open

8:45 a.m. - 10 a.m. Concurrent Workshop / Roundtable Sessions

10 a.m. - 10:20 a.m. Refreshment Break / Visit Exhibits

10:20 a.m. - 11:35 a.m. Concurrent Workshop / Roundtable Sessions

11:45 a.m. - 1:30 p.m. Lunch

2 p.m. - 3:15 p.m. Concurrent Workshop / Roundtable Sessions

3:15 p.m. - 3:45 p.m. Refreshment Break / Visit Exhibits

3:45 p.m. - 5 p.m. Concurrent Workshop / Roundtable Sessions

6 p.m. Dinner

Friday, October 11, 2002

7 a.m. - 9 a.m. Registration / Information

7:30 a.m. - 8:45 a.m. Continental Breakfast

9 a.m. - 10:15 a.m. Concurrent Workshop / Roundtable Sessions

10:30 a.m. - 11:30 a.m. Closing General Session

Senator Jean Carnahan (invited)

· Governor's Awards Presentation



Exhibit Hours

Wednesday, October 9, 2002

Exhibit Hall Set-Up 8:00 a.m. - 11:00 a.m.

Exhibit Hall Open 11:00 a.m. - 6:30 p.m.

(Break and opening reception will be located in the Exhibit Hall.)

Thursday, October 10, 2002

Exhibit Hall Open 7:30 a.m. - 4:00 p.m.

Exhibit Hall Breakdown 4:00 p.m. - 6:00 p.m.

(Breakfast and breaks will be located in the Exhibit Hall.)



Conference Location

The 20th Annual Governor's Conference on Workforce Development will be held at Tan-Tar-A located in Osage Beach, Missouri. The Exhibit Hall will be located in the Windgate Hall. To receive the special room rate of \$83.43 per night, call Tan-Tar-A directly at 1-800-826-8272 or (573) 348-3131. Please mention the 20th Annual Governor's Conference on Workforce Development to be included in the conference block. Reservations must be received by September 9, 2002.

Literature for Conference Bags

Here's a great way to promote your products and services! For a \$100 fee, we will insert your promotional materials in this year's conference bags which will be distributed to more than 1,000 workforce development professionals. Please send 1,200 pieces of literature to be inserted in the conference bags no later than September 16, 2002.

Advertising

Advertising is a terrific way to reach the individuals who decide what workforce development services and resources will be used in their communities. The Conference Program is the most popular item in the participant's conference materials. By purchasing an ad in the Conference Program, you place your message in front of key players in workforce development initiatives.

Ad Dimensions & Rates

Full-Page: 7 ½" x 10" \$500
 Half-Page: 7 ½" x 5" \$300
 Quarter-Page: 3 ¾" x 5" \$175

Ad Specifications

Advertisement files may be sent through the following media, accompanied by hard copy printouts:

- 3 ½" Floppy Disks
- · Zip Disks
- CD
- E-mail (When using this format, please zip the files to ensure quicker transmission and receipt of your e-mail.)

The media must contain the original file, any embedded artwork, all supplemental logos/artwork and all fonts used. Advertisements will be published black and white. Advertisements will be accepted in one of the following formats:

- EPS (f) Encapsulated Postscript File: Postscript data to be stored and edited. When sending EPS files, please include the original artwork files (no Internet web art) and all fonts used to create the EPS.
- TIFF Tagged Image File Format: A file format for exchanging bitmapped images between applications. Low resolution artwork cannot be used.
- BMP Bitmap: A standard data format for PC computers. Must be high resolution. Low resolution artwork cannot be used.
- JPEG Joint Photographic Expert Group: A data compression standard for reducing file size. Low resolution Internet artwork cannot be used.

Please send advertisements to Laura Kliethermes via e-mail at lkliethermes@co.wfd.state.mo.us or by mail to 20th Annual Governor's Conference on Workforce Development, P.O. Box 1684, Jefferson City, MO 65102.

The deadline to submit artwork for the Conference Program is September 1, 2002. To guarantee premium placement of your ad, early submissions are strongly recommended.

Who Attends the Conference?

Attendees of the 20th Annual Governor's Conference on Workforce Development will include:

- Business and Industry Leaders
- · Chambers of Commerce Executives
- State and Local Economic or Community Development Organizations and Agencies
- State and Local Educational Agencies and Institutions
- · Elected Officials at the State and Local Level
- · Units of State and Local Government
- · Labor Organizations and Agencies
- Workforce Development Organizations and Agencies
- · Community-Based Organizations and Agencies
- Social Service Organizations and Agencies
- Workforce Development System Program Participants

Maximize
your marketing dollars –
sponsor the
20th Annual
Governor's Conference
on Workforce Development.

For more information about the 20th Annual Governor's Conference on Workforce Development contact the:

Missouri Division of Workforce Development
P.O. Box 1684

421 East Dunklin Street
Jefferson City, MO 65102
Telephone: (573) 751-2816
Fax: (573) 751-5316
E-mail: ljames@co.wfd.state.mo.us

Or visit our web site: www.ecodev.state.mo.us/wfd

Conference Partners:

Missouri Training and Employment Council

Department of Economic Development Division of Workforce Development

Department of Elementary and Secondary Education Division of Vocational Rehabilitation Division of Vocational and Adult Education

Department of Labor and Industrial Relations Division of Employment Security

Department of Higher Education

Department of Social Services Division of Family Services

Office of Administration
Division of Facilities Management





Application Deadline: September 1, 2002

Company Information: Please	e complete the information <u>exactly</u> as you would lik	re it to appear in conference materials.
Company:		
Address:		
City:	State:	Zip:
Telephone:	Fax:	
Principal Contact:	Title:	
E-mail:		
Signature:		
A The princip	ll correspondence will be with the person la contact will receive the complimentary co	listed above. onference registration.
Names of individuals staffi	ng the booth:	
If there are individuals listed above registrant.	that exceed your booth package allotment	, you will be invoiced \$190 for each additional
Brief explanation of service	es your company offers:	
	to link your company web site from the co	
	OTHER OPPORTUNIT	TIES
Advertisements:		
Please indicate size:	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	
~	Page - \$300	
Promotional Brochures: Please indicate if you would like ☐ Yes ☐ No	your company's promotional brochures ins	serted in the conference bags for a \$100 fee.
Method of Payment:		
	to Friends of the Missouri Women's Counc	il.
	er Number:	
☐ Total Enclosed / Invoiced \$		
Please complete & return to	O: Friends of the Missouri Women's Cou	ncil
1	Attn: Workforce Development Conference	
	PO Boy 1684	

Jefferson City, MO 65102

Exhibits

Exhibit space creates an exceptional platform to network with existing clients and to meet new prospects. Do not miss the chance to showcase your products and services to over 1,000 conference attendees.

Booth Package – \$300

- 8'x10' Space
- Pipe and drape
- Identification sign
- Carpeting
- 6' Table
- 2 Chairs
- Wastebasket
- Complimentary Conference registration

 Includes access to all conference activities, meals, workshops and roundtables.
- Link your company from the Conference web site

Space must be reserved no later than September 1, 2002.

Exhibitors will be notified of their booth space no later than September 16, 2002.

Liability

- The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the 20th Annual Governor's Conference on Workforce Development, its partners, directors and employees, the Hotel, its owner, management company, their agents, servants and employees from any and all such losses, damages and claims.
- The Hotel will not be responsible or liable for any loss, damage or claim arising out of exhibitor's activities on the Hotel's premises, except for any claims, losses or damages arising directly from its negligence.

Exhibitors will be housed at Tan-Tar-A.

Reservations may be made by calling 1-800-826-8272 or (573) 348-3131.

Sponsorships

Sponsorships create a unique opportunity to publicize your organization to existing clients and new prospects. The 20th Annual Governor's Conference on Workforce Development offers the following four levels of sponsorship:

Platinum Level (\$5,000 and above)

- Complimentary exhibit space
- Complimentary conference registrations (up to 3) **NEW!**
- · Complimentary full-page advertisement in conference program
- Link to your web site from conference web site **NEW!**
- · Recognition of your sponsorship at the plenary sessions
- Company literature inserted into conference bags **NEW!**
- Printed recognition in the Conference Program
- The option to use your donation as a tax deduction under the IRS 501(c)(3) status
- Seating at the Governor's table during the opening session
- Invitation to the VIP Reception

Gold Level (\$3,000 - \$4,999)

- Complimentary exhibit space **NEW!**
- Complimentary conference registrations (up to 2) **NEW!**
- · Complimentary half-page advertisement in conference program
- Link to your web site from conference web site **NEW!**
- Recognition of your sponsorship at the plenary sessions
- Company literature inserted into conference bags **NEW!**
- Printed recognition in the Conference Program
- The option to use your donation as a tax deduction under the IRS 501(c)(3) status
- Seating at the Governor's table during the opening session
- Invitation to the VIP Reception

Silver Level (\$1,500 - \$2,999)

- Complimentary exhibit space **NEW!**
- Complimentary conference registration
- Complimentary quarter-page advertisement in conference program **NEW!**
- Link to your web site from conference web site **NEW!**
- Recognition of your sponsorship at the plenary sessions
- Company literature inserted into conference bags **NEW!**
- Printed recognition in the Conference Program
- The option to use your donation as a tax deduction under the IRS 501(c)(3) status
- Invitation to the VIP Reception

Bronze Level (\$500 - \$1,499)

- Complimentary conference registration
- Complimentary quarter-page advertisement in conference program **NEW!**
- Link to your web site from conference web site **NEW!**
- Printed recognition in the Conference Program
- The option to use your donation as a tax deduction under the IRS 501(c)(3) status
- Invitation to the VIP Reception

Sponsors will be housed at Tan-Tar-A.

Reservations may be made by calling 1-800-826-8272 or (573) 348-3131.



Application Deadline: September 1, 2002

Company Information: Please con	nplete the information <u>exactly</u> as you would i	like it to appear in conference materials.
Company:		
Address:		
City:	State:	Zip:
Telephone:	Fax:	
Principal Contact:	Title:	
E-mail:		
Signature:		
	orrespondence will be with the persor he complimentary conference registrat	n listed above. tion counted toward your sponsorship total.
Yes, our company will participud ☐ Platinum Sponsor ☐ Gold Sponsorship amount: \$	onsor	nze Sponsor
Names of individuals who wi conference registrations:	ll staff the booth and/or re	ceive the complimentary
If there are individuals listed above the additional registrant. Brief explanation of services		ment, you will be invoiced \$190 for each
Company web site address: As a sponsor, there is no charge to lin	k your company web site from the co	nference web site
Advertisements: Please see sponso		
Promotional Brochures: As a P to be inserted in the conference bags.	latinum, Gold or Silver Level Sponsor	r, there is no charge for your company's literature
Method of Payment: ☐ Check enclosed made payable to F ☐ Please Invoice Purchase Order N ☐ Total Enclosed / Invoiced \$	Number:	ncil.
Please complete & return to:	Friends of the Missouri Women's Co Attn: Workforce Development Conference	ouncil

P.O. Box 1684

Jefferson City, MO 65102

www.ecodev.state.mo.us/wfd

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October 9 - 11, 2002 Tan-Tar-A • Osage Beach, Missouri

Governor's Conference on Workforce Development

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20th Annual Governor's Conference on Workforce Development P.O. Box 1684 Jefferson City, MO 65102

Conference Partners:

Missouri Training and Employment Council

Department of Economic Development Division of Workforce Development

Department of Elementary and Secondary Education

Division of Vocational Rehabilitation

Division of Vocational and Adult Education

Department of Labor and Industrial Relations

Division of Employment Security

Department of Higher Education

Department of Social Services

Division of Family Services

Office of Administration

Division of Facilities Management